

Marketing Coordinator

About ACIS

ACIS Educational Tours are built on a passionate belief that travel changes lives. Since 1978, we've guided teachers and students on over a half million unforgettable tours. By traveling on an ACIS tour, students gain insight not just from seeing famous places, but also from observing life in and around them. Our commitment to changing lives one by one has made ACIS the best known, most respected name in educational travel.

Job Overview

We are seeking a highly-motivated individual to join our Marketing team. The Marketing Coordinator will start on the ground floor, assisting fellow Marketing team members with their tasks while taking ownership of smaller projects as well. The job will be a great introduction to life in a medium-sized marketing department with wide-ranging responsibilities.

Specific Responsibilities

- Maintain web site content through updates to our Content Management System
- Develop email campaigns, including copywriting and design using email templates
- Write content to be featured on our blog or in resources we develop for teachers
- Help to further develop and maintain our social media channels
- Organize and maintain our digital photo libraries, including annual trip-specific updates
- Execute our local events strategy, including exhibiting at ~20 conferences each year and hosting teacher receptions of varying sizes
- Manage the ordering process of promotional items (e.g., backpacks, luggage tags, etc.)
- Assist in development of our annual tour catalog
- Annually update existing materials and create new materials as needed for group leaders and participants
- Compile statistics on ACIS' programs and those of our competitors
- Perform other departmental tasks as needed

Job Requirements

- Bachelor's degree in marketing, communications or a related field
- Strong written and oral communication skills
- Adept in social media best practices
- Demonstrated analytical ability, including in-depth familiarity with Microsoft Excel
- Familiarity with Adobe Creative Cloud a plus
- Team player with a willingness to learn
- Strong organizational skills
- Keen attention to detail and ability to perform in deadline-driven environments

ACIS offers great benefits to its employees: a generous vacation schedule, health/dental, 401K with profit sharing, travel discounts, life and disability insurance, tuition reimbursement and much more!

Please send a cover letter and resume to: ACIS, Attn: HR, 343 Congress Street, Suite 3100, Boston, MA 02210 or email: hr@acis.com.